

PROFESSIONAL CARDS

**CITY AND COUNTY
ABSTRACT COMPANY**
ABSTRACTS INSURANCE
Members Oregon Association
1716 Main

A. S. LOWMAN
ORINOGRAPHOR
Rooms 11 and 12
First National Bank Building
Klamath Falls, Ore.

Office and Residence, Phone 115
NW cor. 7th and Main
CLAYTON E. WHEELER
Physician and Surgeon
Osteopath
Spinal Therapist
(Spinal Treatment)
Office hours: 9 to 11:30 a. m.; 3
to 5 p. m.; evenings, 7 to 9

**KLAMATH COUNTY
EMPLOYMENT OFFICE**
We furnish all kinds of help at
short notice. If you want work
register at
MRS. A. F. FOSTER
222 Main St. Phone 244

**THE KLAMATH FALLS
STEAM LAUNDRY**
Cleanest first class work as
well as first class service.
If you have clothes to make
complaint and do not get im-
mediate attention, phone
B. E. CAMPBELL

**MRS. A. F. FOSTER'S
CAVE**
Hot lunch often,
Hot plenty to eat.
For a two bit meal
it can't be beat.
222 Main Street

Wood! Wood!
16-inch Body Wood ...
10-inch Body Wood ...
10-inch Body Wood ...
10-inch Body Wood ...
Mark Wood, damped, 66 load
(Extra on bill)
Leave Orders at
Square Deal Store
Our Main and Main
P. C. CARLSON
Phone 199

WOOD
Black wood, load ...
Black wood, double load ...
10-inch Body Wood ...
10-inch Body Wood ...
10-inch Body Wood ...
10-inch Body Wood ...
Buy your green slab early
KLAMATH FUEL CO.,
Office 225 Main, O. Peyton, Mgr.
Phone 197.

**A Good Eater
Makes
A Good Thinker**

Good groceries build up the
system, stimulate the brain and
increase your capacity to think.
And RIGHT thinking brings the
BEST results. Our groceries
MAKE YOU THINK.

VAN RIVER BROS.
"Quality Groceries"
City and Main Phone 22

The Evening Herald

W. O. SMITH, Editor

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MONDAY, SEPTEMBER 7, 1914AND STOP AT
KLAMATH FALLS

INTERPRETING HUMAN DESIRES

Copyright 1913 by Geo. E. Patterson

Advertising has changed completely man's ways of living. History tells us how primitive man lived. History tells us how man changed his ways of dress, his ways of living, and his every day desires and ambitions. History also tells us how an article was yesterday looked upon as the product of an unblinded mind, today looked upon as a luxury, and tomorrow looked upon as a necessity. It illustrates the ever changing mind, the ever changing human desire.

Why is it there is that constant revolution going on in the human heart between everything new and everything old? It is that intense desire to have those things that will give us greater comfort and happiness.

Now here is where advertising comes in. It is a great educator—a great civilizing or developing force. Its purpose is to keep people informed on the use and value of a commodity and overcome any prejudice that may exist against it.

Look at the automobile. At first the thought of a locomotive running wild in our streets was looked upon as a curse and a thing people would not tolerate. Then shortly the prejudice began to wane and it became looked upon as a necessity. Advertising brought about this wonderful change, and every automobile manufacturer in the country will verify this assertion.

The purpose of all advertising, general and local, is to intensify general and local desires, create general and local markets. A manufacturer or general advertiser advertises to create a general market, so as to sell his goods to the local merchant. It is up to the local merchant to create the local market for his goods.

The people are in a receptive attitude all the time, and the local merchant should grasp the opportunity of educating them through the local paper to appreciate the value of his goods and want the goods.

Scattered Shots

SPEAKING OF sacrifices brought on by war's havoc, we like to mention the fact that for the first time since it was founded, the Herald is published this Labor Day. The force was compelled to abandon its sundry plans of fishing, hunting, gardening, etc., that a war-hungry horde might learn just what hungry soldiers are up to.

IT IS A BASE infringement upon the divine rights of congressmen to expect them to remain at their desks in Washington or forfeit the comfortable stipend of twenty bucks per.

AFTER READING the day's gist of news a la scrap, we might pay a little attention to the annexation of that vast volume of South American trade which is casting around for a place to light.

THE FORESIGHTEDNESS of our national leaders of all parties is fully emphasized by the fact the markets of the world are suddenly opened to our commerce and we have no ships with which to deliver the goods. Wisdom—of a kind!

WITH England wanting goods, Germany wanting goods, France wanting goods, Russia, Austria, and all the rest of them with eyes on our manufactured stuffs, Uncle Sam is in a fair way to scare the wolf from the American door.

For any itching skin trouble, piles, eczema, salt rheum, bites, itches, cold hands, herpes, scabies, Doan's Ointment is highly recommended. 50c a box at all stores.

Buildings Where Airship Dropped Bombs in Antwerp



This view of Antwerp looking toward the North Sea, shows the part of the city in which the German Zeppelin dropped bombs killing a dozen or more innocent persons. For two nights the city was bombarded and

many buildings were destroyed. It was believed the Zeppelin was endeavoring to strike the royal palace and wipe out King Albert and his family.

The low land shown in the photograph is the ground which would be

flooded in case of a siege by the German army. The defense of the city has been so arranged that the forts will protect it in front while approach would be cut off from the rear by flooding the flat lands with about two feet of water.

News of Our Neighbors

Gossip and Progress of Nearby Communities as Chronicled in the Press.

After the Rat
At the regular meeting of the council the mayor was authorized to give a bounty of 5 cents each for rat scalps. Also prizes were put up for the person catching the most rats between now and the 1st of January, the prizes being \$5 and \$3 for first and second. All having killed rats are to bring them to Mayor Johnson, who will give the bounties.—Ashland Tidings.

Are Coming Over
On account of the new federal law, more ducks are reported to be breeding in the Klamath marshes than for any year since 1910. The season does not open until October 1, so that the early shooting, so deadly to young, rather tame ducks, has been abolished. Many Medford hunters are anticipating trips to the Klamath country after the season opens.—Medford Mail-Tribune.

Placer Mining, Perhaps
The Bohemian district, long famous for the quality of its gold bearing quartz, may become famous as a placer mining section. A party of men, reputed to represent considerable wealth, went into the district quietly a few days ago, and it is un-

Herald's Classified Ads.

FOR RENT

FURNISHED ROOMS—Nice cool rooms at the Clairmont. 8-19-1m.
OFFICE ROOMS—Choice suites in the Odd Fellows and Willis buildings; best location in the city. See W. O. Smith, Herald office. 20-1f
FOR RENT—Six unfurnished rooms in stone building near postoffice; suitable for light housekeeping or roomers; will make some improvements for good tenant. Also small lodge room. See Chilcote, 625 Main street, phone 66. 1-6f

LOST AND FOUND

LOST—Ladies' gray suit case, containing ladies' gray tailored suit, children's clothing, etc. Lost between Klamath Falls and Grigsby ranch. Notify Geo. Chastain, 4-3t
LOST—Sunday night, on Main street, blue chinchilla coat. Finder notify Herald office. 7-1f

FOR SALE

FOR SALE OR TRADE—Two story frame building; good location; long lease on ground; good income. See Chilcote, 625 Main. Phone 66. 1-See Chilcote, 625 Main street, phone 66. 1-6f
FOR SALE—Cow, half Jersey, half Durham. J. E. L., Herald. 2-9p
FOR SALE OR RENT—Rooming house with 16 rooms, well furnished; good location. See Chilcote, 625 Main street, phone 66. 1-6f

MEAT CAUSE OF KIDNEY TROUBLE

Save of Water
Despite the long dry spell Ashland has had no water trouble thus far this season. At a council meeting, however, the water committee was given authority to regulate the use of water by restriction of various districts to certain hours of the day if such action should be deemed necessary.—Ashland Record.

SPECIAL FARES TO COMINGLANDSHOW

ONE-AND-A-THIRD RATE FOR THE ROUND TRIP IS DECIDED UPON BY THE RAILROADS—SALE STARTS OCTOBER 27

(Herald Special Service)

PORTLAND, Sept. 7.—Reduced rates for the Manufacturers and Land Products show have been arranged on the basis of one-and-one-third fares for the round trip.

Tickets will be on sale October 27, 29 and 31, November 3, 5, 7, 10, 12 and 14 in territory from Eugene north, The Dalles west, Grand Dalles west, Centralia south and Rainier east, except in Southwest Washington, October 28 will be substituted for 29 on account of the Southwestern Washington day at the show.

Final return limit two days after date of sale. From all other railroad stations in Oregon, Washington and Northern Idaho, sale dates will be October 27 and 29, November 3, 5, 10 and 12. Return limit, Monday following date of sale.

Rates of fare for exhibitors will be published three days before the opening of the show and first two days of the show on the basis of one-and-one-third of the one-way fare. Certificates will be good for return on dates of show and two days after its close.

The distilling of peppermint oil has begun on the Dugold Campbell farm near Coburg.

Eugene will try to float a broom factory and Albany is raising a subsidiary for a furniture factory.

"Dr. Thomas' Eclectic Oil is the best remedy for that often fatal disease—croup. It has been used with success in our family for eight years."—Mrs. L. Whiteside, Buffalo, N. Y.



The Large Shipment of Pianos

Soon to arrive will be noted for beauty of cases, variety of woods, and care of selection in regard to tone. Be sure to see them.

SHEPHERD PIANO DEPOT

War Causes Perfect "36" Girls to Enlist

CHICAGO, Sept. 7.—Society girls who are "perfect 36's" will be the models who will wear the latest modes on "society night," September 22, at the style show in the Coliseum Home Exposition.

Twenty-five women's clubs, affiliated with the Home Circle, under whose auspices the exposition will be held, promised to produce 100 girls with "perfect 36's" to don garments provided for the evening by the Chicago Garment Manufacturers' Association. Three hundred girls who were eager to participate in the society parade flocked to the Hotel La Salle for the tryout, and a mere man and a representative of the woman's clubs selected the nearest to absolute perfection of the "perfect 36's." The names of the models are being kept secret.

Mrs. Mito A. Bennet, a social leader, will mobilize the perfect models. The object of the fashion parade is to prove that America can produce not only fashions, but models, while Paris is distressed by war.

Hotel Arrivals

White Pelican

M. K. Sniffen, Philadelphia; Fred Jewell, C. S. Hill, San Diego; W. W. Braister, Wm. L. Robertson, San Francisco; W. W. Griggs, Seattle; G. F. Silsby, Boston; J. J. Light, Heims; A. A. McKinley, Portland; H. H. Plummer, Berkeley; L. Stoecken, Chittenden, N. Y.; Placido Baker, Cobb, Wis.

Hotel Hall

Saturday—A. H. Schadler, R. D. Daniel, Alice B. Blackford, city; G. S. Chandler, H. White, San Francisco; Misses Pittman, Fort Klamath; H. R. Hall, Pomona; Jas. Rattledge, San Diego; R. T. Oliver, Crater Lake; B. H. Grant, O. W. Brundage, Portland.
Sunday—W. C. Swank, Alex. Pardee, Clarence Leonard, Roseburg; R. T. Oliver, Crater Lake; G. D. Hoffman, H. T. Haswell, W. A. Jones, Medford; Esau Rattledge, Xochitl Y. Zeverly, Casen A. Zeverly, Merrill; Oliver Harbaugh, Jacksonville; F. L. Burns, R. K. Hawson, Fort Klamath; O. W. Bounday, Portland; Mrs. J. T. Held, Vandergriff; H. Parcell, Wm. O. Shreve, S. W. Duncan, H. D. Baxter, San Francisco; H. W. Bridgeford, Dray; Mrs. Nora Hilton, Miss Bea Kilgore, Don Jolly, Bonanza; P. D. Fish, Dorris; Jas. Bodenhamer, city.

Notice to Students.
High school will open Tuesday, September 8th. The office will be open from 9 till 4 on Thursday and Friday this week for the purpose of enrollment. All students who can arrange to do so are urged to enroll at that time, to avoid the rush of the opening day.

1-6t W. E. FAUGHT.
Subscribe for the Herald, 25 cents a month

CLOGGED NOSTRILS OPEN AT ONCE, HEAD COLDS AND CATARRH VANISH

In One Minute Your Stuffy Nose and Head Clears, Sneezing and Nose Running Cease, Dull Headache Goes.

Try "Ely's Cream Balm."
Get a small bottle anyway, just to try it—Apply a little in the Nostrils and instantly your clogged nose and congested air passages of the head will open; you will breathe freely; fullness and headache disappear. By morning the catarrh, cold-in-head or catarrhal sore throat will disappear. End such misery now! Get the small bottle of "Ely's Cream Balm" at any drug store. This sweet, fragrant balm dissolves by the heat of the nostrils; penetrates and heals the inflamed, swollen membrane which lines the nose, head and throat; clears air passages; stops nasty discharges and a feeling of cleansed nostrils relief comes immediately. Don't lay awake tonight struggling for breath, with head stuffed; nostrils closed, hawking and blowing. Catarrh or a cold, with its running nose, foul mucous dripping into the throat, and raw dryness in distressing but truly needless. Put your faith—just once—in "Ely's Cream Balm" and your cold or catarrh will surely disappear. (Paid Advertisement.)

There Is No Kodak

Save the Eastman Kodak

We are the ONLY drug store in Klamath Falls having the genuine Kodaks and Eastman Films

Beware of imitations. Some firms advertise Kodaks, but, have none for sale.

UNDERWOOD'S PHARMACY
Corner Main and 7th Streets, Klamath Falls, Oregon